

EMBARGOED RELEASE
11am, Sunday, 17 March 2019

TAMIL LANGUAGE FESTIVAL 2019 – GROWING TAMIL LANGUAGE CAPACITY IN THE YOUNG

The Tamil Language Council (TLC) is pleased to present the Tamil Language Festival (TLF) 2019. This year's celebration will feature 46 programmes by 43 partners, as the community unites to promote and preserve the Tamil language in Singapore.

Tamil Language Festival 2019

Mr S Iswaran, Minister for Communications & Information, and Minister-in-charge of Trade Relations will officially launch the TLF at the MES Theatre, Mediacorp, with the ceremony and programme broadcast "live" on Vasantham at 6.30pm on Sunday, 24 March 2019.

The community can look forward to participating in a variety of literary, oratorical, arts and cultural programmes till 28 April 2019. These programmes encourage everyone to "Love Tamil, Speak Tamil", embrace their mother tongue, and use the language in their daily lives.

Presenting the Results of TLC's Capacity Building Programmes

Since 2017, the TLC has funded 9 capacity building programmes, benefitting close to 600 participants. The TLC is pleased to present the participants' achievements in some programmes for this year's TLF.

Kavimaalai Singapore will be presenting a poetry competition titled *Kavithaiyum Gaanamum*. In preparation for the competition, 150 participants attended poetry writing workshops. A total of 5 shortlisted finalists will recite their poems, to vie for the top spots at the finals.

"The Tamil Language Council places great importance in engaging and enabling the young to speak and use the Tamil language. It is heartening to note that more youths from Institutes of Higher learning (IHLs) are taking part in the Festival, both as organisers and participants. Our full calendar of TLF programmes features something for everyone. We hope the community will remain inspired and committed to promote and preserve the Tamil language for future generations," says Mr R Rajaram, Chairman of the Tamil Language Council.

TLF moves forward with digital and technology

The TLF has over the years, leveraged on digital and technology elements in its programmes to better engage audiences.

Pixibit Pte Ltd, a regular partner for the TLF, will be organizing "Digital Tamil with Immersive Learning Experience", where participants will learn to develop Tamil language games with the use of virtual reality and augmented reality. Participants will get to share their games with members of the public at the event.

Presented by INFITT, "Open Source in Tamil Computing" targets individuals who are keen to learn more about the availability of open source tools.

From the TLC, Mr Sundar, Ms Harini and Ms Ashwinii will also be promoting the TLF partner programmes on a newly created TLF Instagram handle (@tlf.2019), to engage followers during the festival.

For details on all programmes during the Tamil Language Festival 2019, visit the Tamil Language Council's facebook page at facebook.com/tamilanguagecouncilsinsingapore or website at www.tamil.org.sg.

Outreach for the Tamil Language Festival 2019

In an effort to promote this year's TLF, programme partners came together for an Outreach and Publicity Drive at Little India on Sunday, 17 March 2019. This effort was supported by the Little India Shopkeepers & Heritage Association (LISHA). The TLF's calendar of events and posters were distributed to the shopkeepers and members of the public to invite their support towards the festival.

~*~

About the Tamil Language Council and the Tamil Language Festival

The Tamil Language Festival is spearheaded by the Tamil Language Council which was formed in 2000, under the auspices of then-MICA. The TLC comprises representatives from the education sector, major community organisations, arts groups and the media.

The TLC has organised the TLF since 2007 with partner organisations, marking it as a major event in the calendar. It has also enjoyed working with a strong number of partners over the years.

A key partner for the Tamil Language Festival is MOE's Tamil Language and Learning Promotion Committee (TLLPC) which was set up in 2006. TLLPC's strategic focus is to promote the speaking and learning of Tamil among students.

In 2018, the Tamil Resource Panel of the National Translation Committee and the Tamil Language Council also jointly launched a comprehensive compilation of Tamil terms standardised for effective communication in Singapore, published in a book titled "Glossary of English to Tamil Terms". These terms can also be found on www.tamil.org.sg

Since 2017, the Tamil Language Council has also extended additional funding to support and cultivate capacity building initiatives for the youths and students within the community, in an effort to inspire them to use and develop the Tamil language.